

## ARTICLE VIII. - SIGNS

### DIVISION 3. - SIGNS PERMITTED IN ALL DISTRICTS WITHOUT A PERMIT

#### Sec. 37-415. - [Signs; permit not required; compliance requirements.]

The types of signs identified in this division shall not require a permit for installation, and shall comply with the restrictions or other requirements described in this division.

#### Sec. 37-416. - Instructional or directional signs.

The total area for all instructional and directional signs on any premise shall not exceed the area as specified below:

- (a) In the SF1, SF2, IT-SF1, IT-NC Districts the total area of said signs on any lot shall not exceed six (6) square feet.
- (b) In the MF1, MF2, MF3, [MFUniv](#), IT-MFD, IT-MXD, CO, Districts the total area of said signs on any lot shall not exceed twelve (12) square feet.
- (c) On lots of five (5) acres or less in CN, CG, ~~CB~~, [CB1](#), [CB2](#), [CB3](#), and CI Districts the total area of said signs shall not exceed sixteen (16) square feet.
- (d) On lots greater than five (5) acres in CN, CG, ~~CB~~, [CB1](#), [CB2](#), [CB3](#), CI, Districts and all lots in the I1, I2, and IBP Districts the total area of said signs shall not exceed sixteen (16) square feet per street frontage.

Such signs shall not exceed three (3) feet six (6) inches in height. A business name or logo may be a part of an instructional or directional sign providing that it occupies less than fifty (50) percent of the surface area.

- (e) On the site of an institutional campus-minor, that the total area of said signs shall not exceed twenty (20) square feet, and no sign shall exceed six (6) feet in height.
- (f) On the site of an institutional campus-major, that the total area of said signs shall not exceed forty (40) square feet, and no sign shall exceed six (6) feet in height.

#### Sec. 37-418. - Real estate signs.

- (a) One (1) real estate sign per street frontage may be placed on a lot provided it is removed within ten (10) days after closing and the total surface area of the sign does not exceed the following sizes:

Zoning District	Maximum Sign Size in Square Feet
SF1, SF2, MF-1, MF-2, MF-3, <a href="#">MFUniv</a> , IT-SF1, IT-SF2, IT-NC, IT-MF, IT-MX	6
CO, CN	16
CG, <del>CB</del> , <a href="#">CB1</a> , <a href="#">CB2</a> , <a href="#">CB3</a> , CI, I-1, I-2, IOP, IBP	35

- (b) In addition to the signs permitted in paragraph (a) above, a sign having an area not exceeding thirty-five (35) square feet may be placed on undeveloped or developing property as follows:
  - (1) One (1) per street frontage per subdivision In the SF1, SF2, IT-SF1, IT-SF2, MF1, MF2, MF3, MFUniv, IT-NC, IT-MF, and IT-MX districts during the first year following final plat recording, and for as long as four (4) or more lots in the subdivision remain undeveloped.
  - (2) One (1) per street frontage for any lot in the CO, CN, CG, ~~CB~~ CB1, CB2, CB3, I1, I2, IOP and IBP where no structure exists.
  - (3) One (1) per street frontage per lot during the first year following issuance of the initial certificate of occupancy for a multifamily structure on that lot.

#### **DIVISION 4. - ADMINISTRATION AND ENFORCEMENT**

##### **Sec. 37-427. - Outdoor advertising sign structures.**

- (a) (1) *OASS Overlay District.* In the ~~Downtown/East Side District and the Campustown District, as~~ area defined by the Table-VIII-A map, no additional Outdoor Advertising Sign Structures after January 1, 2007 shall be permitted, provided that OASS which were legally erected may be repaired in their entirety, or relocated within the OASS Overlay District. Rebuilt or relocated signs shall conform to the design/landscaping requirements of this chapter, and shall meet the sixty-point standard as such points are assigned by the Zoning Ordinance under subsection (c) of this section.
- (2) *OASS Sign Bank.* To allow for the relocation of outdoor advertising sign structures in the Overlay District and the establishment of new changing outdoor advertising sign structures outside the Overlay District, the following provisions shall apply:
  - a. When an OASS located in the Overlay District is removed by an owner, it is added to a "sign bank" for that owner. Additionally, any OASS within the City of Champaign made non-conforming by this Ordinance because of proximity to a residential property may be added to the sign bank for that owner if the OASS is removed.
  - b. The Zoning Administrator shall maintain a listing of the sign bank inventory indicating the number of OASS faces in the bank along with the area of each OASS face deposited into the bank.
  - c. To erect a new OASS in the Overlay District, the owner must draw down the amount of OASS face area deposited in the sign bank equal to the area of the newly proposed OASS. Changing outdoor advertising sign structures are not permitted in the Overlay District.
  - d. To erect a changing OASS anywhere outside the Overlay District but otherwise permitted within the jurisdiction of the City of Champaign, the owner must draw down on the number of sign faces deposited in the sign bank at a ratio of 2:1.
- (b) *Outdoor advertising structures in entryway nodes.* New or relocated outdoor advertising sign structures erected within a half mile of the buildings listed below, shall not obstruct significant views of the buildings listed below for pedestrians or automobile passengers within the right-of-way. The Zoning Administrator shall make the determination of view obstruction. The protected buildings are: The Memorial Stadium, The Assembly Hall, The Champaign City Building, and the Beckman Institute.

Additionally, OASSs located within Entryway Nodes, as defined herein, shall be required to provide design/landscaping elements which accumulates at least one hundred twenty (120) design/landscape points.

- (c) *OASS design/landscaping points.*

- Landscaping points should be accumulated from a variety of landscaping; no more than 20 points may be accumulated from the same plant type.
- Five (5) points for each fifty (50) square feet of flowerbeds or other decorative groundcover. Landscaping beds elevated at least one and one-half (1.5) feet have double point value.
- Five (5) points for each decorative shrub or ten (10) points for each ornamental tree.
- Fifteen (15) points for each shade tree.
- Fifteen (15) points for architectural treatment of sign base plus five (5) points for structure design that mimics or compliments the architectural style of nearby buildings.
- Up to ten (10) points may be awarded by the Zoning Administrator (subject to appeal to the Zoning Board of Appeals) for design treatments not listed herein which mitigate the visual impact of the OASS
- Plantings shall be properly maintained, and placed in compliance with Section 37-571 (Design standards - planting) of this chapter.

If it is physically impractical to provide the required landscaping adjacent to the OASS, such landscaping may be provided on the same lot within the same view from the roadway, providing that the point level of landscaping required is increased by fifty (50) percent.

- (d) *OASS structures proximate to designated historic landmarks or districts.* Before the erection of an OASS within three hundred (300) feet of an Historically Designated Landmark or an Historic District as defined by this chapter, measured along the same side of any roadway upon which the landmark or district has frontage, any OASS requires a Certificate of Appropriateness from the Historic Preservation Commission prior to a permit being issued.

The Historic Preservation Commission shall not issue a certificate of appropriateness unless it finds that the proposed OASS:

- (1) Does not obstruct views from any vantage point on a public right-of-way of any contributing facade of an historic landmark structure or any contributing building within a designated historic district, and
  - (2) If placed in an Historic District, that the sign will be designed to be compatible with the historical character of the district, based upon the following criteria:
    - i. The extent to which the materials used in the construction of the OASS are the same or similar to those used to construct contributing structures in the District;
    - ii. The extent to which the OASS incorporates design features that are prevalent among contributing structures in the District;
    - iii. The extent to which incompatible design features of the OASS support structure are screened from view by natural landscaping elements.
- (e) *Outdoor advertising structures other than those in entryway nodes.* All new or relocated OASS not located within entryway nodes shall be required to provide design/landscaping elements which accumulate at least sixty (60) design/landscape points.

## **DIVISION 5. - SIGN REGULATIONS BY DISTRICT**

### **Sec. 37-435. - Residential and office district regulations.**

- (a) Business signs in the SF1, SF2, IT-SF1, IT-SF2, and IT-NC Districts, shall be limited to those identifying a home occupation and shall be restricted as follows:
- (1) One (1) sign shall be permitted for each home occupation.

- (2) Said sign shall not be illuminated.
- (3) Said sign shall not exceed one (1) square foot in total surface area.
- (b) Business signs, which may include the business of apartment rental, in the MF1, MF2, MF3, MFUNIV, IT-MF, and IT-MX, Districts shall be restricted as follows:
  - (1) One (1) wall sign per business, not to exceed five (5) percent of the wall area for any wall up to a maximum of fifty (50) square feet for any single business.
  - (2) One (1) freestanding sign per lot, located in the front or side yard provided that the total height of the freestanding sign shall not exceed six (6) feet. The total area of the sign shall not exceed ten (10) square feet if the lot the sign is located on does not exceed twenty thousand (20,000) square feet in size; fifteen (15) square feet if the lot is between twenty thousand (20,000) and forty thousand (40,000) square feet in size; and twenty-one (21) square feet if the lot exceeds forty thousand (40,000) square feet in size.
  - (3) Said sign shall not be illuminated.
  - (4) On through lots, a business may have a sign on each frontage.
- (c) Business signs in the CO District shall be restricted as follows:
  - (1) One (1) wall sign per business per street frontage, not to exceed five (5) percent of the wall area for any wall up to a maximum of fifty (50) square feet for any single business, except as provided for larger CO Districts in subsection (4) below.
  - (2) One (1) freestanding sign per lot per street frontage, located in the front or side yard; provided that, the total height of the freestanding sign shall not exceed six (6) feet. The total area of the sign shall not exceed ten (10) square feet if the lot the sign is located on does not exceed twenty thousand (20,000) square feet in size; fifteen (15) square feet if the lot is between twenty thousand (20,000) and forty thousand (40,000) square feet in size; and twenty-one (21) square feet if the lot exceeds forty thousand (40,000) square feet in size.
  - (3) Signs in sign triangle. When a lot is a corner lot, and when a freestanding sign is erected in the sign triangle, no additional freestanding sign may be erected with sign faces oriented in the same direction. If a four (4) sided sign is erected in the triangle, no additional freestanding sign shall be permitted on the lot.
  - (4) In CO Districts consisting of contiguous lots having a combined area of fifty or more acres, one (1) wall sign shall be permitted per building elevation per business. The total area of all signs on a particular building elevation shall not exceed ten (10) percent of the wall area, or one hundred fifty (150) square feet overall, whichever is less.
- (d) Signs for provisional uses and in the In-Town Districts are permitted in accordance with Article V, Provisional and Special Uses.
- (e) Accessory parking lots. Within the MF1, MF2, ~~and~~ MF3, and MFUNIV Districts, signs used to identify the accessory parking lot and its associated use are permitted provided the total surface area of the signage does not exceed six (6) square feet.

**Sec. 37-438. - ~~CB, Central business district.~~ CB1 Urban Fringe, CB2 Downtown, and CB3 Campustown Districts.**

- (a) *Business signs.* On-premises business signs shall be permitted subject to the limitations as provided for in this article and as specified in Table VIII-C, and except those signs in planned regional shopping centers shall comply with this article.
  - (1) When a lot is a corner lot, and when a freestanding sign is erected in the sign triangle, no additional freestanding sign may be erected with sign faces oriented in the same direction. If a

four-sided sign is erected in the triangle, no additional freestanding sign shall be permitted on the lot.

- (b) Outdoor advertising sign structures. Outdoor advertising sign structures shall be permitted subject to the limitations as provided for in this article and as specified in Table VIII-A.
- (c) *Business lots without street frontage.* One (1) business sign shall be permitted, provided that the lot upon which the business identified by such sign does not abut a public street and is not readily visible from a public street. Such signs shall have a maximum surface of twenty-five (25) square feet and a maximum height of twenty-five (25) feet, and shall be located not more than two hundred (200) feet from the lot of the business which is to be identified.
- (d) *Temporary signs.* A business shall be permitted to display one (1) temporary sign or portable sign advertising on-premises activities for not more than a total of four (4) weeks per calendar year with no period of display being less than one (1) week. Temporary wall mounted signs shall conform with the size and height restrictions for permanent wall signs in the ~~CB~~ CB1, CB2, and CB3 Districts, and temporary freestanding signs shall conform to the height and size restrictions for permanent freestanding on premises signs in the ~~CB~~ CB1, CB2, and CB3 Districts, as outlined in Table VIII-C, provided that no temporary sign in the ~~CB~~ CB1, CB2, and CB3 Districts shall exceed one hundred fifty (150) square feet in area. The permit for a temporary sign shall stipulate the number and type of temporary signs and dates of display.
- (e) *Grand opening signs.* A business shall be permitted to display one (1) temporary or portable sign per business frontage advertising or announcing a new on-site business for a period not to exceed thirty (30) days from the date the business was started. Additionally, within the first thirty (30) days of the operation of a new on-site business, a business shall be permitted to display grand opening signage for a period of no more than three (3) days running Friday through Sunday. This additional grand opening signage may include oversized banners, inflatable signs and balloons, and searchlights as limited below:
  - (1) An oversized banner is limited to twenty-five (25) percent of the area of the wall upon which it is placed. Such banners must be securely fastened to minimize wind movement.
  - (2) A searchlight is limited to a single beam of no more than one thousand six hundred million (1,600,000) footcandle [power]. Such lights must be positioned so as to project all beams vertically, but not less than a minimum angle of forty-five (45) degrees from grade level, and must be designed and maintained so as to prevent beam rays of light from being directed at any portion of the traveled ways or adjoining property, and no light shall be of such intensity or brilliance to cause glare or impair the vision of the driver of any vehicle. No searchlight may be operated between the hours of 11:00 p.m. and 7:00 a.m.
  - (3) An inflatable sign or balloon may not exceed twenty-five (25) feet in height and shall not obstruct visibility necessary for safe traffic maneuvering. Such signs shall be set back from any property line a minimum distance equal to the height of the balloon plus five (5) feet, and shall maintain a ten (10) foot clearance from overhead electric lines. Up to three (3) flags may be substituted for an inflatable sign or balloon referenced above.

The permit for a grand opening sign shall stipulate the number and type of temporary signs and dates of display.

#### ~~Sec. 37-442. Urban neighborhood districts.~~

~~Except as otherwise specifically provided in this Chapter, signs in the Urban Neighborhood Districts shall comply with the following regulations:~~

- ~~(a) Signs within the UN-R Zoning District shall be subject to the regulations governing signs within the CN Zoning District.~~
- ~~(b) Signs within the UN-AC and UN-C Zoning District shall be subject to the regulations governing signs within the CG Zoning District except that OASS and highway signs are not permitted.~~

Secs. 37-~~443~~442—37-449. - Reserved.

## DIVISION 6. - SIGNAGE FOR INSTITUTIONAL CAMPUSES<sup>71</sup>

### Sec. 37-450. - Institutional campus signage.

- (a) *Plan Required.* Prior to issuance of a permit or permits for signage within an institutional campus, or changes to signage within an institutional campus, a master plan shall be submitted for approval by the Zoning Administrator. Depicted on an overall site plan for the campus, the signage master plan shall show:
- (1) The proposed location of existing signs and each new sign to be sited on the campus, or the proposed changes to previously approved signage as appropriate
  - (2) The design of each sign, including its dimensions.
  - (3) The placement of any electronic changing image or message board signs.
- (b) *Standards.*
- (1) Signs on a Major Institutional Campus (eight (8) acres or greater) shall meet the following standards:
    - (i) *Freestanding Signs.*
      - *Type.* All freestanding signs shall be of a monument style.
      - *Area.* The maximum size of each sign shall be fifty (50) square feet in area.
      - *Height.* Freestanding signs shall not exceed a height of ten (10) feet.
      - *Number.* One (1) freestanding sign is permitted for each campus vehicular entrance or functional campus unit on a separate lot of record.
    - (ii) *Wall Signs.* Permitted in accordance with Section 37-436(a), permitted wall signs in the Commercial Neighborhood (CN) District.
    - (iii) *Electronic Changing Image Signs.* Only One (1) electronic changing image sign shall be permitted for each functional campus unit up to a maximum of two (2) per campus, and each said sign shall meet the following standards:
      - *Design.* Electronic changing image signs may be incorporated into either a monument or institutional campus directional sign provided the electronic changing mechanism is an integral part of the sign and the changing image portion of the sign does not exceed more than fifty (50) percent of the face of the sign or twenty-five (25) square feet, whichever is smaller.
      - *Operation.* Electronic changing image signs shall not change more than once in any thirty-second period, and shall be restricted to instantaneous full-face changes. No wipes, fades, flashing or similar effects may be employed. If located within one hundred (100) feet of a residential use, they shall be turned off between the hours of 9:00 p.m. and 6:00 a.m.
      - *Location.* Electronic changing image signs must be located on arterial or collector streets as designated in Champaign's Comprehensive Plan and must be separated from each other by at least one hundred (100) feet.
  - (2) Signs on a Minor Institutional Campus (less than 8 acres) shall meet the following standards:

- (i) *Freestanding Signs.*
  - *Number.* One (1) Freestanding Sign is permitted per functional campus unit.
  - *Type.* Said freestanding sign shall be of a monument style.
  - *Area.* Said freestanding sign shall be a maximum of thirty-five35 square feet in area.
  - *Height.* Said freestanding sign shall not exceed a height of six (6) feet.
- (ii) *Wall Signs.* Permitted in accordance with Section 37-436(a), permitted wall signs in the Commercial Neighborhood (CN) District.
- (iii) *Electronic Changing Image Signs.* Only One (1) electronic changing image sign shall be permitted for each campus and each said sign shall meet the following standards:
  - *Design.* Electronic changing image signs must be incorporated into the permitted monument sign, making the electronic changing mechanism an integral part of the sign and the changing image portion of the sign may not exceed more than fifty (50) percent of the face of the sign or seventeen and one-half (17½) square feet, whichever is smaller.
  - *Operation.* Electronic changing image signs shall not change more than once in any thirty-second period and shall be restricted to instantaneous full-face changes. No wipes, fades, flashing or similar effects may be employed. If located within one hundred (100) feet of a property zoned for residential use, they shall be turned off between the hours of 9:00 p.m. and 6:00 a.m.
  - *Location.* Electronic changing image signs must be located on arterial or collector streets as designated in Champaign's Comprehensive Plan and must be separated from each other by at least one hundred (100) feet.

## DIVISION 7. - SIGN TABLES<sup>[8]</sup>

**TABLE VIII-A  
STANDARDS FOR OUTDOOR ADVERTISING SIGN STRUCTURES (OASS)**

Type of Sign	Maximum Number Permitted	Maximum Area	Maximum Height	Minimum Setback	Separation	Miscellaneous
Wall or freestanding within 3 feet of and parallel to wall	2 per wall Provided no other wall signs on display wall or freestanding OASS on same lot.	300 sq. ft. per structure. No portion of the sign face may extend beyond the perimeter of	Not to project above roof line of wall.	Not to project beyond edges of wall.	None	<i>Footnote 1</i>

		the sign structure.				
Freestanding		300 sq. ft. (back-to-back 300 sq. ft. displays shall be deemed to be single structure). No portion of the sign face may extend beyond the perimeter of the sign structure. <i>Footnote 2</i>	25 feet at setback line plus 1 foot per additional 2 foot setback to a maximum of 35 feet in height.	10 feet from the curb line of public streets. If located within 150 feet of an existing freestanding sign, shall not be located closer to public right-of-way than any part of such freestanding sign within such distance. <i>Footnotes 3, 4 and 6</i>	300 feet between freestanding OASS, measured along same side of street. 330 feet between OASS and residential zoning district. 50 foot minimum separation between freestanding OASS and freestanding signs. <i>Footnotes 3, 4, 5 and 6</i>	<i>Footnotes 1 and 6</i>

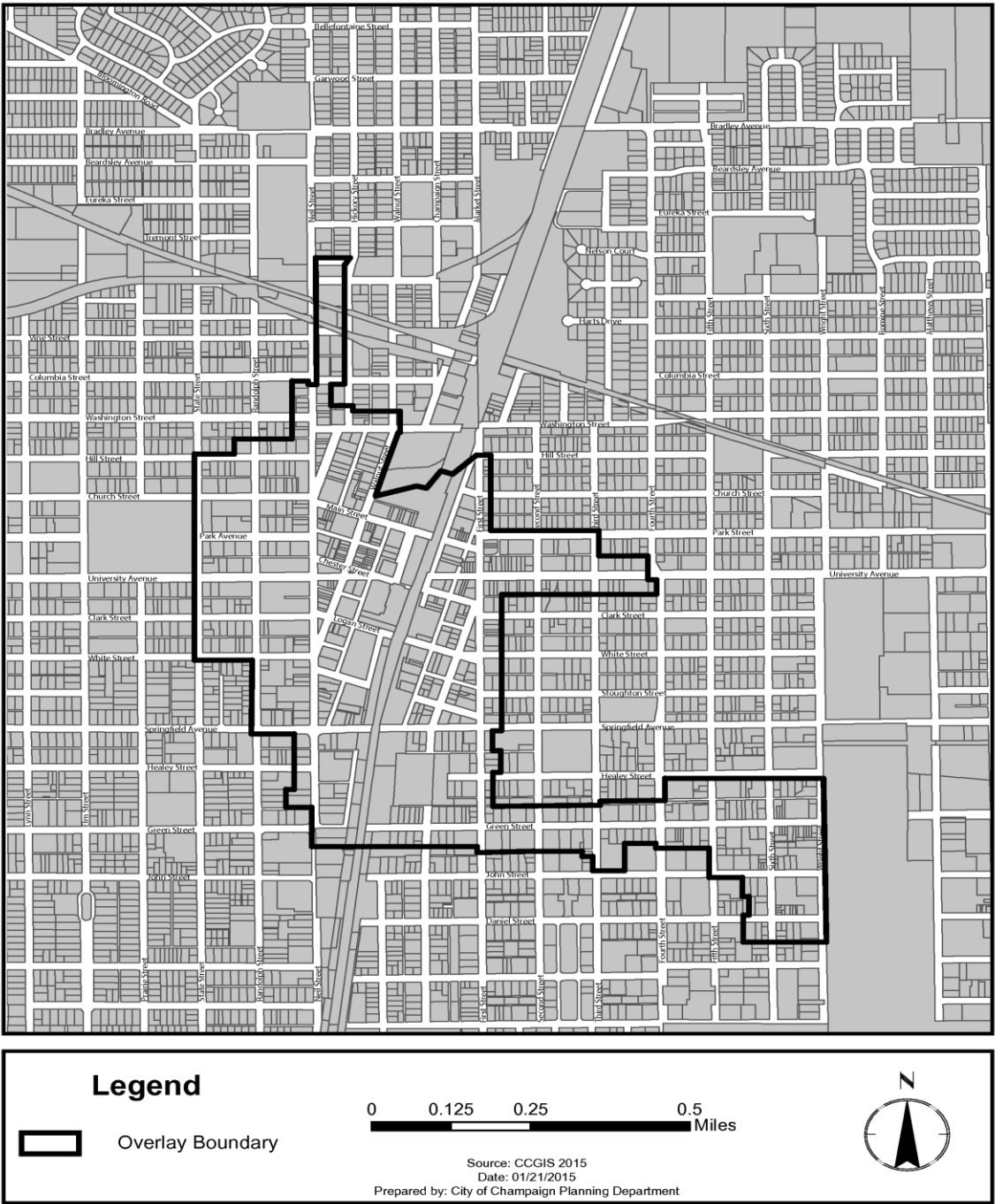
*Footnotes:*

1. No outdoor advertising sign structures erected on or projecting over a roof shall be permitted.
2. "Back-to-back" shall mean faces erected at no greater than a forty-five (45) degree angle to each other.
3. "Freestanding sign" here excludes instructional or directional signs, for sale signs, temporary signs, portable signs and noncommercial signs.
4. Separation measurements on same side of street from closest projection of OASS on ground to closest projection of freestanding sign on ground.
5. At the intersection of two (2) streets, the separation requirement shall be measured along perpendicular right-of-way lines.



6. All distances between signs/OASS's shall be measured along the right-of-way line from the point of its intersection with lines drawn from the signs/OASS's perpendicular to the right-of-way.
7. All visible structural elements or the materials covering them, if applicable, (excluding the changeable portion of the display) shall be white, grey, tan or another light-shaded color. Another color may be used if the color is compatible with surrounding structures or other property improvements or vegetation in terms of design or color, as determined by the Zoning Administrator based on the intent of this section, subject to appeal to the Zoning Board of Appeals.
8. OASSs shall not include ladders as an element thereof, except those ladders that are contained entirely in the area behind and between the display panels. Permanently exposed handrails shall not be permitted surrounding the catwalks or walkarounds.
9. Cross member supports (not including walkway supports) shall be hidden behind the face of the OASS. If the exposed support structure includes any non-enclosed I-beams, channels, or angle irons, any such elements shall be enclosed with a sheathing or other all-weather material. Any additional apron or framing around the face of the OASS, for an OASS with height from ground level to the base of the display area greater than 10 feet, shall be included in the total calculated permitted area of 300 square feet maximum.

**TABLE VIII-A MAP  
OASS OVERLAY MAP**



**TABLE VIII-C**  
**STANDARDS FOR ON-PREMISE SIGNS IN THE ~~CB, CENTRAL BUSINESS~~ CB1**  
**URBAN FRINGE, CB2 DOWNTOWN, AND CB3 CAMPUSTOWN DISTRICTS**

Standards Type of Sign	Maximum Number Permitted	Maximum Area	Maximum Height	Projection or Setback	Miscellaneous Provisions
<b>Freestanding</b>	1 per frontage per lot provided no theater marquee sign exists on the same frontage.	1.0 sq. ft. per lineal foot of lot frontage up to a maximum of 150 sq. ft.	25 feet if sign is at property line, 1 foot additional height per 2 feet additional setback thereafter to a maximum of 35 feet.	No part of sign to project over public right-of-way. See also § 37-438 (a)(1).	Minimum clearance of 8 feet unless landscaped island or other barrier to prevent walking underneath.
<b>Wall</b>	1 per business per elevation	Total sign area not to exceed 15 percent of the area of each wall upon which the sign is mounted, up to a maximum of 200 sq. ft.	Not to project above the roof or cornice line of the wall upon which the sign is mounted.	18 inches maximum projection from wall surface.	
<b>Theater Marquee</b>	1 per theater marquee structure facing (3 maximum) provided that no on-premises freestanding or canopy business signs exist on the same frontage.	Up to 100 sq. ft. changeable copy (billing) per theater marquee structure plus 75 sq. ft. permanent signage.	Shall not extend above second story or roof line.	Theater marquee structure not to project within 2 feet of any curb line.	50-foot minimum sign separation; 10-foot minimum ground clearance.

<b>Awning or Canopy or Roof Overhang</b>	2 signs per business frontage, 1 sign suspended beneath the structure, and the other sign mounted on the fascia of the canopy, provided that no theater marquee sign exists on the same frontage. <i>Footnote 2</i>	10 sq. ft. for suspended sign. 1.0 sq. ft. per lineal foot of frontage up to a maximum of 50 sq. ft. for fascia mounted sign.	Shall not extend above roof line.	Canopy structure not to project within 2 feet of any curb line.	Clearance from sidewalk to bottom of sign must be a minimum of 8 feet. Awnings with supporting poles in the ROW must be approved by the City Engineer.
<b>Projecting Arm</b>	1 per business per elevation if no freestanding, marquee, or end canopy sign exists.	1 sq. ft. per foot of lot frontage not to exceed 30 sq. ft. <i>See Footnote 3</i>	Shall not extend above second story or roof line, whichever is lower.	Maximum projection 4 feet.	Shall be pinned directly to building; 30 foot minimum sign separation; 8-foot minimum ground clearance.

;rn0; *Footnotes:*

1. No roof signs are permitted in this District.
2. Signs at ends of a canopy or awning (maximum of two (2)) may be substituted for suspended sign.
3. Any business occupying at least 4 stories of a structure and a floor area > 50,000 square feet may have a sign area up to 1 sq. ft. per foot of lot frontage not to exceed 100 sq. ft., such signs shall not extend above the fourth story of the building, or building roofline, whichever is lower.

**TABLE VIII-D**  
**STANDARDS FOR ON-PREMISES SIGNS IN PLANNED REGIONAL SHOPPING CENTERS**

Type of Sign	Maximum Number Permitted	Maximum Area	Maximum Aggregate Area	Height and Width Limitations	Location
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Primary individual freestanding mall identification sign	4 per the entirety of regional shopping center.	100 sq. ft. total sign area. If placed as a monument sign, no additional signage may be attached to the monument.		Maximum 15 feet above adjacent grade.	Not farther than 100 feet from the intersection of entrance drives with street right-of-way; shall not project over public right-of-way.
Wall Signs					
Anchor Stores	1 per elevation.	300 sq. ft. per wall sign.	The area of the sign on the wall elevation of an anchor store shall not exceed 5 percent of the wall area of the elevation.	Signs shall not extend beyond perimeter of all to which sign is mounted.	Mounted flat against building wall and projecting no more than 15 inches from it.
Stores with direct outside entrances	1 per elevation of the business.	150 sq. ft. per any two adjacent wall elevations.	Aggregate area of a sign shall not exceed 10 percent of the wall area of the elevation of that store.		
Mall entrances	1 per each mall entrance.	50 sq. ft. per wall sign.			
Instructional or directional <sup>1</sup>	As needed to facilitate circulation or to identify entrances, subject to	50 sq. ft. per face for signs at vehicular entrances to mall. 25 sq. ft. per		Maximum 12 feet above adjacent grade for 50 sq. ft. sign. Maximum 9	Ground mounted not to project over public R.O.W. All signs not at vehicular entrances shall not

	approval by the Zoning Administrator.	face for all other directional or instructional signs throughout parking area.		feet above adjacent grade for 25 sq. ft. sign.	be readable from the Neil or Market Street R.O.W.
Real estate	2 total for shopping center.	50 sq. ft.		Maximum 10 feet above adjacent grade.	On the parcel which is for sale or lease, but not closer than 300 linear feet to another real estate sign within planned regional shopping center. Must be ground mounted. Shall not project over public R.O.W.

*Footnotes:*

1. Instructional or directional signs for Planned Regional Shopping Centers may identify business establishments by their proper name.